What is claimed is:

1. A method for digital rights management (DRM) of content from a plurality of content providers, comprising the steps of:

receiving content incorporating an original DRM scheme from a content provider over a first network;

converting said original DRM scheme to a native DRM scheme which is compatible with a consumer device used to process said content; and

securely delivering said content to said consumer device using said native DRM scheme over a second network.

2. A method in accordance with claim 1, further comprising:

transcoding said content from an original format to a native format compatible with said consumer device.

3. A method in accordance with claim 1, further comprising:

receiving a request made via the consumer device for specific content over the second network; and

forwarding the request to the content provider over the first network.

4. A method in accordance with claim 1, wherein said converting step comprises:

processing data associated with the original DRM scheme;

decrypting the content using the data; and

re-encrypting said content using said native DRM scheme.

5. A method in accordance with claim 1, wherein said content comprises one of streaming media content, downloadable multimedia files, digital video or music files, digital image files, subscription programming, pay-per-view programming, or on-demand programming.

6. A method in accordance with claim 1, wherein said consumer device comprises one of an audiovisual receiver/decoder device, a cable set-top device, a satellite receiver device, a digital television device, a host device, a streaming media player, a web pad, an Internet device, an MP3 player, a digital video recorder, a personal versatile recorder, a computer, a cellular telephone, or a personal digital assistant.

7. A method in accordance with claim 1, wherein said original and native DRM schemes comprise at least one of copy protection, copy control, content access control, encryption of said content, decryption of said content, distribution control, and usage rights.

8. A method in accordance with claim 1, wherein said digital rights management is enabled using extensible rights markup language (XrML).

9. A method in accordance with claim 1, wherein said second network comprises an existing video delivery system having an associated system operator.

10. A method in accordance with claim 9, wherein:

said content is offered by one of the content provider or the system operator based on one of a subscription basis, a pay-per-use basis, or on-demand basis.

11. A method in accordance with claim 10, wherein said original and native DRM schemes comprise at least one of copy protection, copy control, content access control, encryption of said content, decryption of said content, distribution control, and usage rights.

12. A method in accordance with claim 9, further comprising:

tracking the delivery of said content by the system operator.

13. A method in accordance with claim 9, wherein:

said content is received at a redistribution headend facility;

said original DRM scheme is converted to said native DRM scheme at said headend; and

said content is delivered via said video delivery system from said headend to said consumer device using said native DRM scheme.

14. A method in accordance with claim 13, further comprising:

providing a percentage of a fee for delivery of said content from said content provider to said system operator.

15. A method in accordance with claim 1, wherein access to said content at said consumer device is enabled via said native DRM scheme.

16. A method in accordance with claim 1, wherein said consumer device is compatible with multiple DRM schemes.

17. A method in accordance with claim 1, wherein said converting step comprises translating a DRM syntax of said original DRM scheme to a native syntax of said native DRM scheme.

18. A method in accordance with claim 1, further comprising:

downloading a media player to said consumer device, said media player being compatible with said native DRM scheme.

19. A method in accordance with claim 1, further comprising:

receiving unprotected content without an any DRM scheme over the first network;

processing the unprotected content to incorporate the native DRM scheme to provide DRM protected content; and

securely delivering the DRM protected content to the consumer device using said native DRM scheme over the second network.

20. Apparatus for digital rights management (DRM) of content from a plurality of content providers, comprising:

a DRM proxy device for receiving content incorporating an original DRM scheme from a content provider over a first network; and

a processor for converting said original DRM scheme to a native DRM scheme which is compatible with a consumer device used to process said content;

wherein said content is securely delivered to said consumer device over a second network using said native DRM scheme via said DRM proxy device.

21. Apparatus in accordance with claim 20, further comprising:

a transcoder for transcoding said content from an original format to a native format compatible with said consumer device.

22. Apparatus in accordance with claim 20, wherein:

the DRM proxy device receives a request made via the consumer device for specific content over the second network and forwards the request to the content provider over the first network.

23. Apparatus in accordance with claim 20, wherein said processor:

processes data associated with the original DRM scheme;

decrypts the content using the data; and

re-encrypts said content using said native DRM scheme.

24. Apparatus in accordance with claim 20, wherein said content comprises one of streaming media content, downloadable multimedia files, digital video or music files, digital image files, subscription programming, pay-per-view programming, or on-demand programming.

25. Apparatus in accordance with claim 20, wherein said consumer device comprises one of an audiovisual receiver/decoder device, a cable set-top device, a satellite receiver, a digital television device, a host device, a streaming media player, a web pad, an Internet device, an MP3 player, a digital video recorder, a personal versatile recorder, a computer, a cellular telephone, or a personal digital assistant.

26. Apparatus in accordance with claim 20, wherein said original and native DRM schemes comprise at least one of copy protection, copy control, content access control, encryption of said content, decryption of said content, distribution control, and usage rights.

27. Apparatus in accordance with claim 20, wherein said digital rights management is enabled using extensible rights markup language (XrML).

28. Apparatus in accordance with claim 20, wherein said second network comprises an existing video delivery system having an associated system operator.

29. Apparatus in accordance with claim 28 wherein:

said content is offered by one of the content provider or the system operator based on one of a subscription basis, a pay-per-use basis, or an on-demand basis.

30. Apparatus in accordance with claim 29, wherein said original and native DRM schemes comprise at least one of copy protection, copy control, content access control,

encryption of said content, decryption of said content, distribution control, and usage rights.

31. Apparatus in accordance with claim 28, wherein:

delivery of said content is tracked by the system operator.

32. Apparatus in accordance with claim 28, wherein:

said DRM proxy device is located at a redistribution headend facility; and

said content is delivered via said video delivery system from said headend to said consumer device using said native DRM scheme.

33. Apparatus in accordance with claim 32, wherein:

a percentage of a fee for delivery of said content is provided from said content provider to said system operator.

34. Apparatus in accordance with claim 20, wherein access to said content at said consumer device is enabled via said native DRM scheme.

35. Apparatus in accordance with claim 20, wherein said consumer device is compatible with multiple DRM schemes.

36. Apparatus in accordance with claim 20, wherein said processor translates a DRM syntax of said original DRM scheme to a native syntax of said native DRM scheme.

37. Apparatus in accordance with claim 20, further comprising:

a media player downloadable to said consumer device, said media player being compatible with said native DRM scheme.

38. Apparatus in accordance with claim 20, wherein:

the DRM proxy device receives unprotected content without an any DRM scheme over the first network;

the processor processes the unprotected content to incorporate the native DRM scheme to provide DRM protected content; and

the DRM protected content is securely delivered to the consumer device over the second network using said native DRM scheme.